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# Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

*Tangible Result Driver – Shane Peck,  
Community Relations Director*

Responding to customers in a courteous, personal and understandable way is important. MoDOT listens and seeks to understand, because it values everyone's opinion. MoDOT's goal is to delight them with its customer service.



## Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

### *Percent of overall customer satisfaction*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Coordinator

**Purpose of the Measure:**

This measure tracks MoDOT's progress toward the mission of delighting its customers.

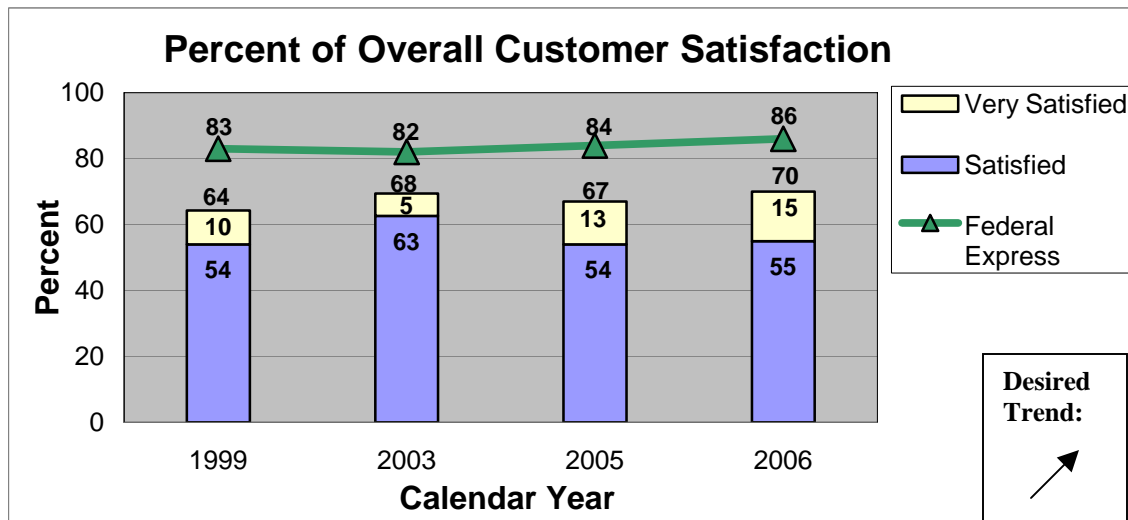
**Measurement and Data Collection:**

Information for this performance measure was collected from Missouri citizens and MoDOT customers in four surveys conducted separately in 1999, 2003, 2005 and 2006. Each survey was conducted by telephone interview with randomly selected Missourians. The most recent information comes from a study commissioned by the Missouri Transportation Institute in May 2006 that asked 3,500 Missourians to rate their satisfaction with MoDOT.

We've targeted Federal Express as the benchmark for this measure. Based on information compiled by the American Customer Satisfaction Index, Federal Express has the highest customer satisfaction rate – 86 percent – out of the 200 companies and federal or local government agencies that the ACSI scores. We also continue to research customer satisfaction rates for other state departments of transportation. Some of the findings: Alaska had an 80.3 percent customer satisfaction score in 2005; Virginia had an 82 percent satisfaction rate in 2001.

**Improvement Status:**

Public satisfaction with MoDOT improved from 67 percent in 2005 to 70 percent in 2006. Perhaps more importantly, customer dissatisfaction dropped seven percentage points, from 30 percent in 2005 to 23 percent in 2006. Fifteen percent of the respondents said they were very satisfied – triple the number in 2003. It's likely that MoDOT's Smooth Roads Initiative and the largest construction program in MoDOT history, combined with a greater level of public transparency and outreach, have led to the increase in customer satisfaction. Missourians are experiencing "progress they can feel" as MoDOT works to improve road conditions throughout the state.



## Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

*Percent of customers who contacted MoDOT that felt they were responded to quickly and courteously with an understandable response*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

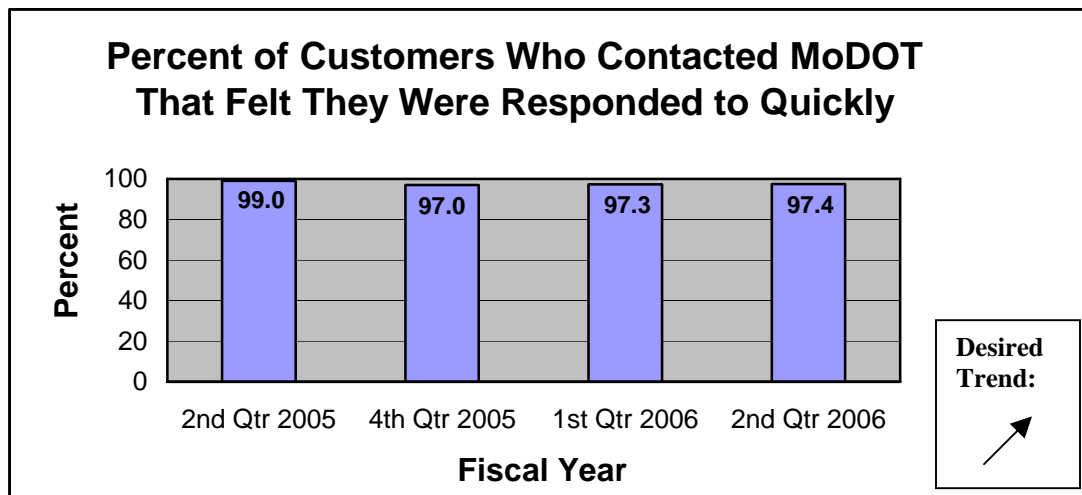
This measure indicates whether customers are comfortable with the speed, courtesy and clarity of MoDOT customer service.

**Measurement and Data Collection:**

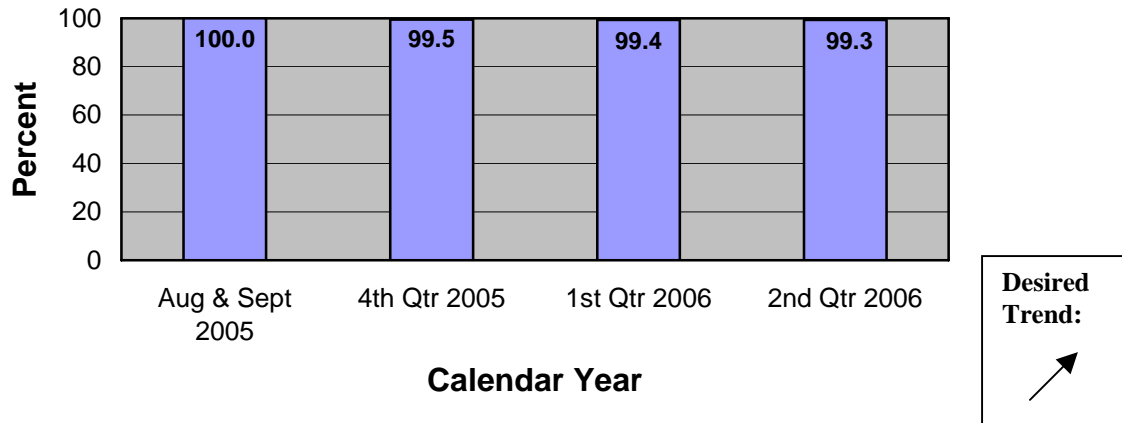
Customers who contact MoDOT Customer Service Centers are asked to complete a short telephone survey when their business with the customer service representative is complete. Callers who agree are forwarded to an automated survey that asks three “yes or no” questions on the timeliness, accuracy and courtesy of the call.

**Improvement Status:**

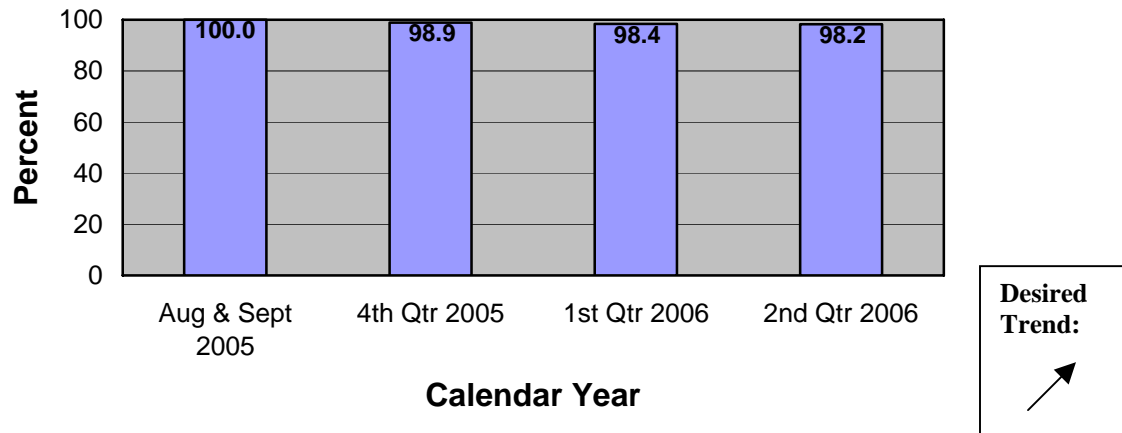
Results continue to be extremely high across the board. This data comes from 5,887 surveys taken in the past quarter – more than double the 2,846 surveys in the previous quarter. It’s encouraging that satisfaction remains exceptionally high even as survey numbers continue to climb. An updated training manual as well as ongoing “secret shopper” efforts, encourages continued improvement.



**Percent of Customers Who Contacted MoDOT That  
Felt They Were Responded To In a Personal and  
Courteous Manner**



**Percent of Customers Who  
Contacted MoDOT That Understood  
the Response Given**



## Personal, Fast, Courteous And Understandable Response To Customer Requests (Inbound)

### *Number of customer contacts*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

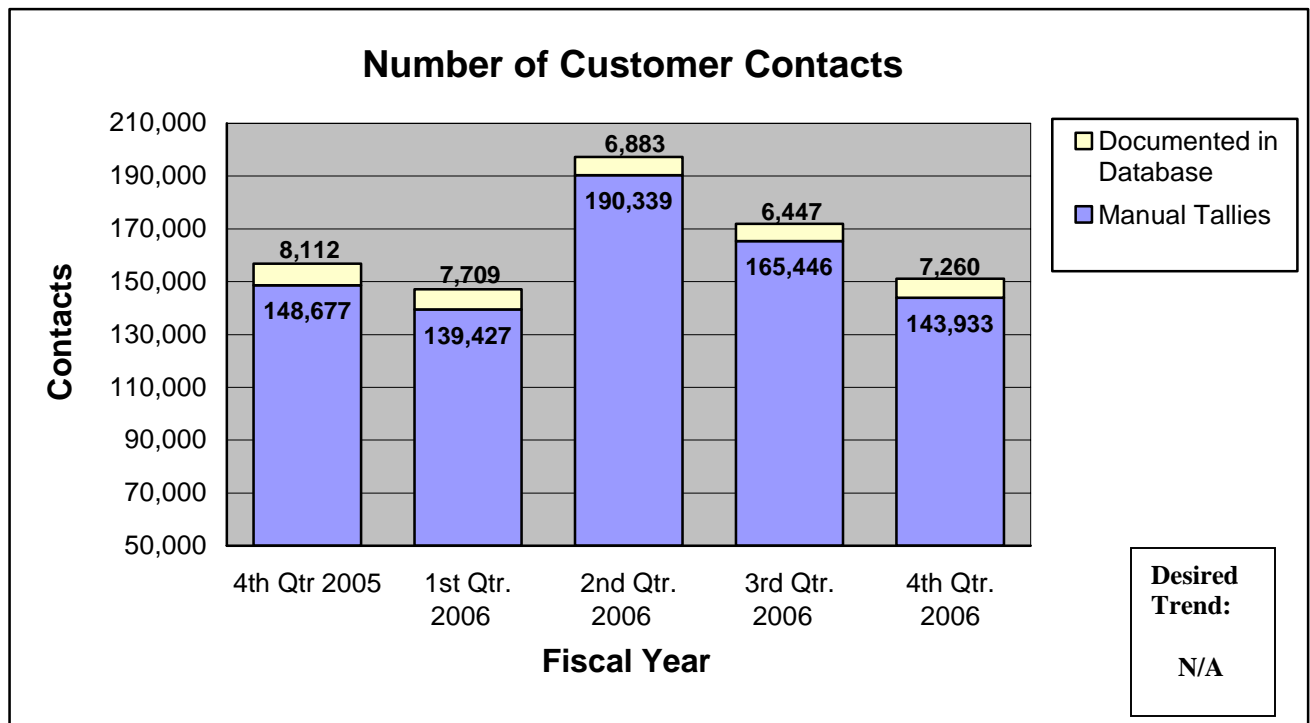
This measure tracks the number of customers who contact MoDOT. A customer contact is defined as any customer who contacts MoDOT via email, telephone, or letter through the customer service centers, highway safety, human resources, and motor carriers.

**Measurement and Data Collection:**

MoDOT has 70 employees whose primary responsibility is to interact with customers through the telephone, email, letter, or in person. Each quarter the district offices, Highway Safety, Motor Carriers and Human Resources submit the number of customers who contacted their respective offices. Highway Safety and Human Resources is based only from their toll-free number.

**Improvement Status:**

Contacts compared to the previous quarter were consistent across the board except for Motor Carriers, which decreased nearly 20,000 from the previous quarter. However, the total is consistent with results from this time last year.



## Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

### *Percent of documented customer requests responded to within 24 hours*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

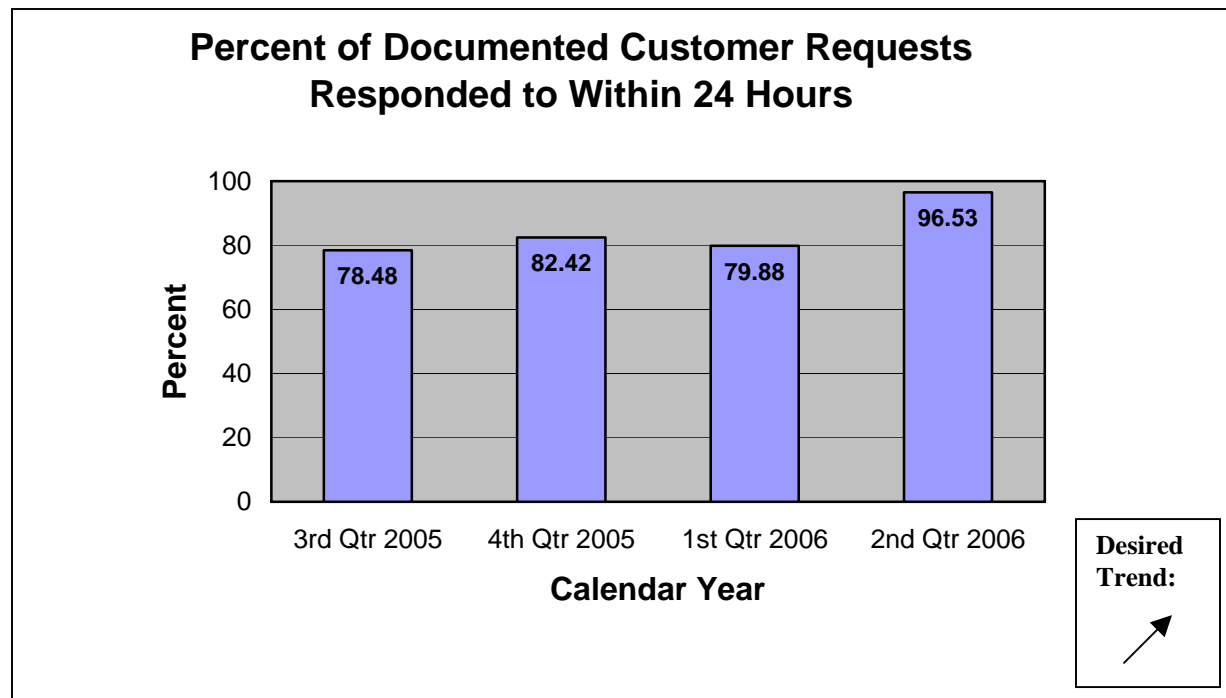
This measure tracks how quickly MoDOT responds to customer requests through the customer service centers.

**Measurement and Data Collection:**

This information comes from the customer service database, where customer requests requiring follow-up are documented from the time the call comes in until the time the request is completed. This may include requests for signs, traffic signal review, pothole patching, work zone congestion, etc. More than 90 percent of our total customer requests are responded to right away, including basic phone call transfers, questions, or requests for general information. These routine contacts are not documented here.

**Improvement Status:**

In April 2006, MoDOT revamped database reporting in this area to more precisely capture response times. This quarter's results are more accurate than in the past and show outstanding results of more than 96 percent of customers responded to within 24 hours.



## Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

### *Average completion time on requests requiring follow up*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

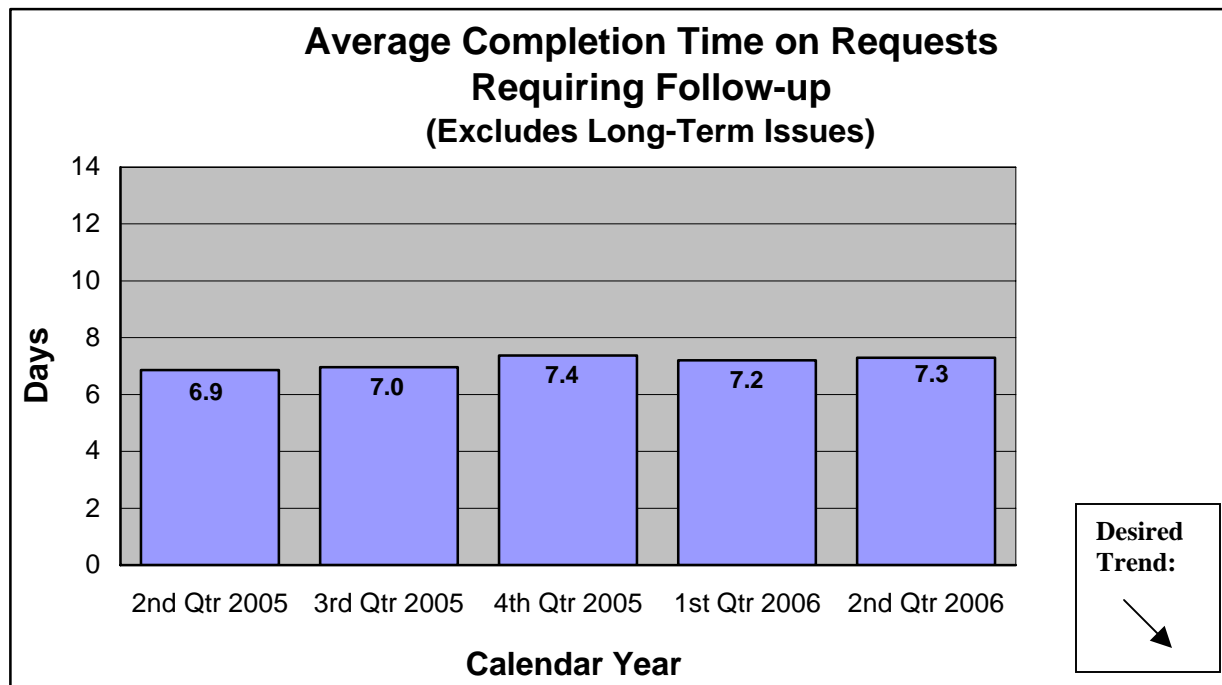
This measure tracks MoDOT's responsiveness to customer inquiries that are received through the customer service centers and documented in the database.

**Measurement and Data Collection:**

Customer requests in the customer service database requiring a completion time of more than 24 hours are tracked for average completion time. Longer-term requests that require more than 30 days to complete are removed from the results, because a few of these longer-term requests would skew the overall results. Time is measured in working days; weekends and holidays are excluded.

**Improvement Status:**

Completion times continue relatively unchanged. In the past few months, customer service representatives and maintenance staff have been reminded to address customer requests as quickly as practical and report completion to Customer Service to enter in the database. Higher-priority tasks in the field must sometimes take precedence over routine customer concerns, however.



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